

Creating on the Web:  
**Building Your First Home  
in HTML**

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# Objectives

- ◆ Provide an overview of HTML
- ◆ Learn how to build a basic home page
- ◆ Consider the art of Web design
- ◆ Consider file management issues
- ◆ Consider HTML software issues

# Parlez-vous HTML?

- ♦ HTML: HyperText Markup Language
- ♦ WWW: World-Wide Web
- ♦ HTTP: HyperText Transport Protocol
- ♦ URL: Uniform Resource Locators  
`<http://www.ncbi.nlm.nih.gov/pnr/>`
- ♦ CGI: Common Gateway Interface

You are entering  
a construction zone.

A poorly-kept secret:  
The WWW consists of one  
continuous construction zone!

# Pouring the Foundation: HTML Tags

<HTML> ... </html>

<Head> ... </hEad>

<title> ... </title>

<body> ... </body>

Headings: <h1> ... </h1> (levels 1 - 6)

Normal Paragraphs: <p> (</p> is optional)

*Use them like this...*

# Home Page: First Draft

```
<html>
<head>
<title>Louis Sullivan's Home Page</title>
</head>
<body>
This page is still under construction!<p>
<h1>Louis Sullivan</h1>
Office phone: 206/543-8262<p>
</body>
</html>
```

# Building the Framework

Unordered List: <ul> ... </ul>

Ordered List: <ol> ... </ol>

List Item: <li>

Break: <br>

HTML Entities: &amp; &gt; &lt; &reg;

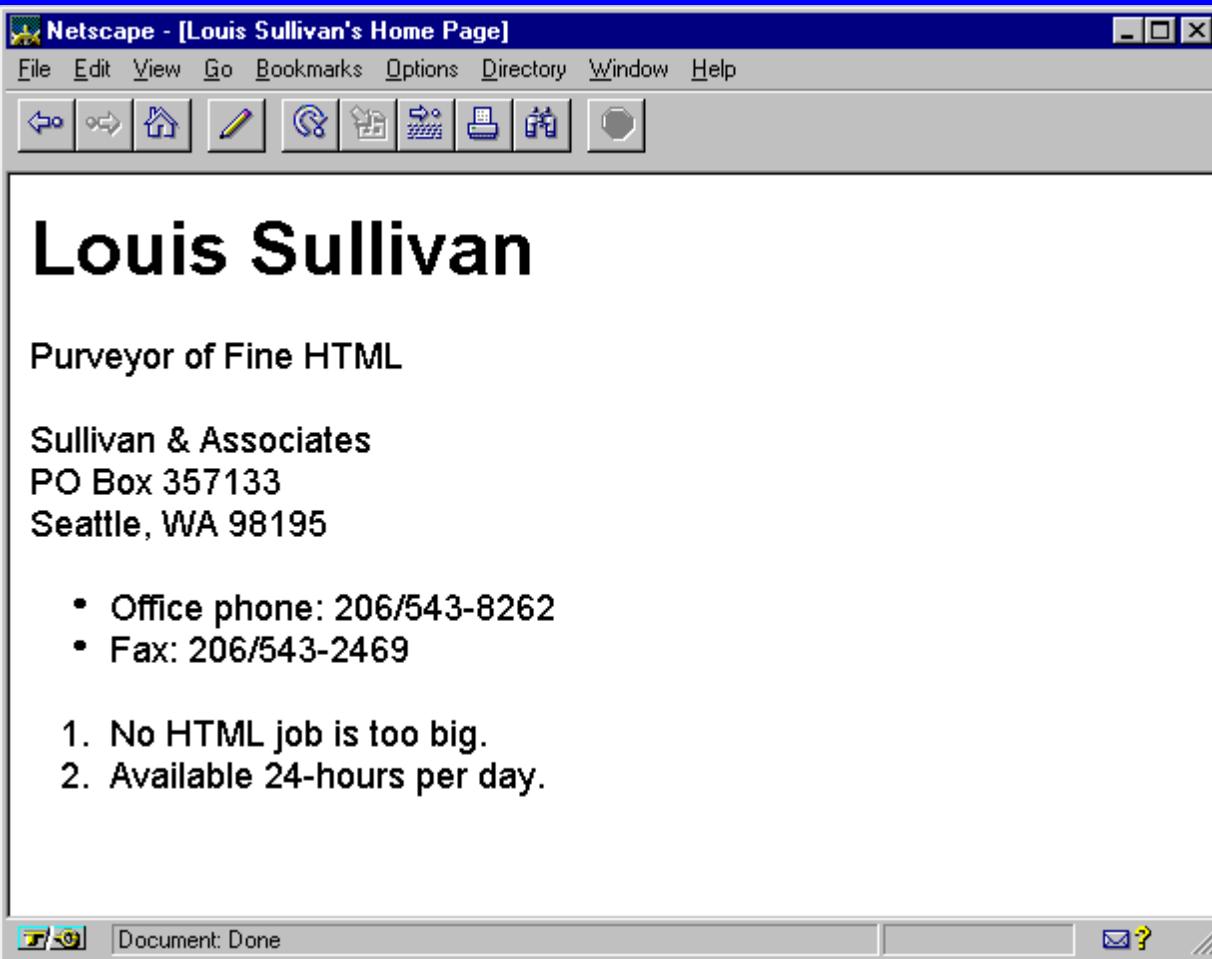
&copy;

# Home Page: Second Draft

```
<html>
<head>
<title>Louis Sullivan's Home Page</title>
</head>
<body>
<h1>Louis Sullivan</h1>
Purveyor of Fine HTML<p>
Sullivan & Associates<br>
PO Box 357133<br>
Seattle, WA 98195<p>
```

# Second Draft (continued)

```
<ul>
<li>Office phone: 206/543-8262
<li>Fax: 206/543-2469
</ul>
<ol>
<li>No HTML job is too big.
<li>Available 24-hours per day.
</ol>
</body>
</html>
```



# Hanging the Doors and Pictures

<!-- comments -->

Emphasis: <em> ... </em>

Strong emphasis: <strong> ... </strong>

Preformatted text: <pre> ... </pre>

Citation: <cite> ... </cite>

Horizontal Rule: <hr>

Hyperlink REFerence: <a href="URL"> ... </a>

Image: 

# Need clip art?

Many sites on the Internet include images that you may use as clip art.

- [http://www.yahoo.com/  
Computers\\_and\\_Internet/Multimedia/Pictures/  
Clip\\_Art/](http://www.yahoo.com/Computers_and_Internet/Multimedia/Pictures/Clip_Art/)

# Home Page: Third Draft

```
<!DOCTYPE HTML PUBLIC "-//IETF//DTD HTML 2.0//EN">
<html><head>
<title>Louis Sullivan's Home Page</title>
<!-- Version 3.0 /~lsull/index.html -->
</head><body>

<h1>Louis Sullivan</h1>
Purveyor of <a href=
  "http://www.w3.org/hypertext/WWW/
  Provider/Style/Overview.html">Fine HTML</a><hr>
```

# Third Draft (continued)

<em>Sullivan & Associates</em><br>PO Box 357133<br>Seattle, WA 98195<hr><ul><li>Office phone: 206/543-8262<li>Fax: 206/543-2469</ul><ol><li>No HTML job is too big.<li>Available 24-hours per day.</ol>

# Third Draft (continued)

## <h2>Upcoming Training Opportunities</h2>

```
<pre>
```

Subject	Date
---------	------

=====	=====
-------	-------

HTML	July 28
------	---------

```
</pre>
```

References available on request<p>

<em><a

href="http://www.ncbi.nlm.nih.gov/~boerm/  
/html/draft3.htm">mb</a> / revised April 18,  
1996</em>

</body></html>

A screenshot of a Netscape browser window titled "Netscape - [Louis Sullivan's Home Page]". The menu bar includes File, Edit, View, Go, Bookmarks, Options, Directory, Window, and Help. The toolbar below the menu contains icons for Back, Forward, Stop, Home, Search, Refresh, Stop, Print, and Stop. The main content area displays a black and white portrait of a man (Louis Sullivan) and the text "Louis Sullivan" in bold. Below this is the sentence "Purveyor of [Fine HTML](#)". A horizontal line follows, then the address "Sullivan & Associates", "PO Box 357133", and "Seattle, WA 98195". Another horizontal line follows. Below this, a bulleted list includes "Office phone: 206/543-8262" and "Fax: 206/543-2469". A numbered list follows: "1. No HTML job is too big.", "2. Available 24-hours per day." A section titled "Upcoming Training Opportunities" is present, listing "Subject Date" and "HTML July 28". The text "References available on request" is also visible. At the bottom, it says "[mb](#) / revised April 18, 1996". The status bar at the bottom shows "Document: Done".

# Hands On / Demo

♦ Exercise:

Create Your First Home Page

♦ Questions?

# Design for Your Readers

- ♦ Tell them where they are and where they can go.
- ♦ Too much of one thing is monotonous.
  - Use headings and horizontal rules appropriately.
- ♦ Start simply
  - Recognize the limits of your control.
  - Don't design just for your own screen.
  - Don't micromanage.

# Design for Your Readers (*cont.*)

- ♦ Waiting & guessing are frustrating.
  - Limit graphics so pages will load quickly.
  - Label your icons and links appropriately.
- ♦ Scrolling is disorienting.
  - Limit documents to about 3 screens.
- ♦ People still want to print.
  - Consider providing a file in HTML or PDF format with the whole thing for printing.

# Guided Tour

- ◆ Alaska Native Medical Center-Library & Information Service  
<http://www.alaska.net/~bendersk/anmclibr.htm>
- ◆ UW Medicinal Herb Garden  
<http://www.ncbi.nlm.nih.gov/pmc/uwmhg/>
- ◆ NN/LM PNR  
<http://www.ncbi.nlm.nih.gov/pmc/>
- ◆ UW Health Sciences Center  
<http://healthlinks.washington.edu/>

# File Names and Management

- ◆ What's in my URLs?

- Servers
- Directories and Subdirectories
- Filenames

- ◆ Use “index.html” files

- <http://www.isp.net/~lsull/>
- <http://www.isp.net/~lsull/news/>
- <http://www.isp.net/~lsull/news/9506/>
- <http://www.isp.net/~lsull/news/9506/staff.html>

# Maintenance Issues

Change is inevitable

- Links change
- Information goes stale
- Styles change

# Beyond the Basics

Interacting with your readers

<a href="mailto:email@service.provider.com">  
Comments?</a>

Personalization

Forms

CGI Scripts and Programs

# A Sample Form

```
<HTML><HEAD><TITLE>WebMonitor-Email Form</TITLE></HEAD><BODY>
<H1>www.ncbi.nlm.nih.gov <A HREF="http://hoohoo.ncsa.uiuc.edu/webmonitor/module-mail.html">Email Form</A></H1>
<FORM METHOD="POST" ACTION="/cgi-bin/mail?Michael_Boer">
<HR>
<INPUT TYPE="submit" VALUE="Send Email"> to <I>boerm@u.washington.edu</I>
      <B>(Michael_Boer)</B>
<HR>
<PRE> Your Name: <INPUT NAME="require:ignore:from-name" SIZE="30">
Email Address: <INPUT NAME="require:ignore:from-email" SIZE="30">
Subject: <INPUT NAME="ignore:require:subject" SIZE="40"> <INPUT TYPE="reset"
      VALUE="Clear Message">
</PRE>
<TEXTAREA NAME="require:message" ROWS="15" COLS="75"></TEXTAREA>
<INPUT TYPE="hidden" NAME="ignore:previous-url"
      VALUE="http://www.ncbi.nlm.nih.gov/credits.html">
</FORM>
</BODY></HTML>
```

This form is online at [http://www.ncbi.nlm.nih.gov/cgi-bin/mail?Michael\\_Boer](http://www.ncbi.nlm.nih.gov/cgi-bin/mail?Michael_Boer)

# Web Server Environments

Unix	42%	Apache, NCSA, CERN, Netscape
Macintosh	36%	MacHTTP, Webstar
MS-WindowsNT	27%	Netscape, Microsoft, WinHTTP

According to a November 1996 survey of 1,205 Webmasters conducted by the Georgia Institute of Technology (*Interactive Week*, February 17, 1997, p. 23)

# Help is on the Web...

♦ *NN/LM's Guide to WWW & HTML*

<http://www.nnlm.nlm.nih.gov/netinfo.html#web>

# More Help...

- ◆ *Web Style Manual*, Yale Center for Advanced Instructional Media  
[http://info.med.yale.edu/caim/StyleManual\\_Top.HTML](http://info.med.yale.edu/caim/StyleManual_Top.HTML)
- ◆ *Writing for the Web: Primer for Librarians*, Eric H. Schnell  
<http://bones.med.ohio-state.edu/eric/papers/primer/webdocs.htm>
- ◆ *Beginner's Guide to HTML*, NCSA  
<http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>
- ◆ *HTML Quick Reference*, Michael Grobe  
[http://www.cc.ukans.edu/info/HTML\\_quick.html](http://www.cc.ukans.edu/info/HTML_quick.html)
- ◆ *Style Guide for Online Hypertext*, Tim Berners-Lee  
<http://www.w3.org/hypertext/WWW/Provide/Style/Introduction.html>

# More Help... Books

- ◆ *Teach Yourself Web Publishing with HTML 3.2 in a Week*,  
Laura Lemay. Sams Publishing. 1996. \$29.95 (for 3rd edition)  
<http://www.mcp.com/sams/samspub/e-books/096-7/httoc.htm>
- ◆ *HTML: The Definitive Guide*, Chuck Musciano & Bill Kennedy.  
O'Reilly and Associates. 1996. \$29.95  
<http://www.ora.com/catalog/html/noframes.html>
- ◆ *HTML Sourcebook: A Complete Guide to HTML 3.2 and HTML Extensions*, Ian S. Graham. John Wiley & Sons. 1997. \$29.95 (3rd edition)  
<http://www.utoronto.ca/webdocs/HTMLdocs/Book/Book-3ed/>

# Hands On / Demo

♦ Exercise:

Edit and Publish Your First Home Page

User:

Password:

URL:

Questions?



## NN/LM PNR

- ◆ University of Washington, Box 357155  
Seattle, WA 98195-7155
- ◆ [nnlm@u.washington.edu](mailto:nnlm@u.washington.edu)
- ◆ 1-800-338-7657
- ◆ 1-206-543-8262
- ◆ <http://www.nnlm.nlm.nih.gov/pnr/>